



Mailer ID (MID) Survey Findings

A survey was conducted from December 17, 2010 to January 7, 2011 to gather feedback from Mail Owners and Mail Service Providers regarding potential future improvements to the Mailer ID system. Results from the 16 respondents are summarized below.¹

Question	Response
Q1: What type of business customer are you?	Mail Owner (5), Mail Service Provider (8)
Q2: Indicate the percentage you use Postal Service Mailing Services and Shipping Services.	All 11 usable responses indicated a mailing services rate of 80-100% and a shipping services rate of 0-20%.
Q3: How many users from your organization use the mailer ID system?	Only 1 User (4 Responses), 2-3 Users (4 Responses), More than 4 Users (3 Responses), Not Sure (2 Responses)
Q4: On average, how frequently do you access the Mailer ID System?	Several times a day (2), About once a day (3), About once a week (4), About once a month (2), Less than once a month (2)
Q5: I participate in the Intelligent Mail Full Service option.	Yes (4), No (10), Not Sure (0)
Q6: I or my client(s) consider ourselves to be a small to medium sized enterprise and recently began using the Intelligent Mail barcode.	Yes (6), No (7)
Q8: Overall, how would you rate the Mailer ID System?	Excellent (2), Good (3), Fair (5), Poor (3)
Q9: How strongly do you agree or disagree with the following statement: The system is easy to navigate.	Strongly Agree (0), Agree (4), Neither Agree or Disagree (3), Disagree (4), Strongly Disagree (3)
Q10: How strongly do you agree or disagree with the following statement? The content (wording, instructions, etc.) is useful and easy to understand.	Strongly Agree (0), Agree (3), Neither Agree or Disagree (3), Disagree (6), Strongly Disagree (2)
Q11: How strongly do you agree or disagree with the following statement: I am a Full Service Mailer and can easily update Data Distribution Profiles.	Strongly Agree (1), Agree (1), Neither Agree or Disagree (2), Disagree (1), Strongly Disagree (1), I am not a Full Service Mailer (8)
Q12: How strongly do you agree or disagree with the following statement? I often call the Help Desk when using Mailer ID features.	Strongly Agree (4), Agree (1), Neither Agree or Disagree (7), Disagree (1), Strongly Disagree (1)
Q13: How strongly do you agree or disagree with the following statement? The Mailer ID system supports my current and future business needs.	Strongly Agree (0), Agree (2), Neither Agree or Disagree (7), Disagree (4), Strongly Disagree (1)

Survey respondents also suggested a variety of improvements and features for the Mailer ID system including: providing instructor-led system training and clearer online instructions; offering more direct access to tech support personnel; improving navigation capabilities (such as allowing customers to select multiple Customer Registration ID (CRID) numbers simultaneously or allowing customers to search for Mailer IDs by aliases); and clearly displaying linkages between MIDs and CRIDs.

¹ Certain results were deemed “not usable”, due to incomplete responses or failure to follow instructions. Those results are not included in this analysis.